



RUBY CATTLE COMPANY

NATIONAL WESTERN   
*Stock Show*  
DENVER  
RESERVE CHAMPION  
PEN OF THREE  
PERCENTAGE   
SIMMENTAL  
PEN 





FUNCTIONAL  
PREDICTABLE  
PROFITABLE

*The Bull Sale*



*Ruby Cattle Co.*

Nate, Leslie & Creed Ruby  
1170 Elk Street, Murray, IA 50174  
Nate Cell - 515-450-0112  
Leslie Cell - 515-450-0259  
rubycows@grm.net

*Dear Fellow Cattlemen and Cattlewomen.*

I would like to take this opportunity to welcome you to our 8th Annual Bull Sale. We appreciate you taking the time to view our offering. Without a doubt, this is the best set of bulls we have assembled to date. We work tirelessly to produce cattle that are the right kind to maximize profits for our costumers in todays markets. Rest assured these bulls are ready to go to work and provide the most return, with the least amount of input.

These bulls are the best of the best from our Embryo Transfer and AI programs, coupled with some of the most proven herd bulls around. Our cowherd is run like any commercial cowherd. With moderate feed prices and pasture land at a premium, we demand that our cows be efficient and able to convert forage into pounds. Much like yours, our pastures are fescue, and efficient, sensibly framed cattle have proved their economic value now, more than ever. We demand the dams of these bulls be good footed, good uddered, slick off in the spring, and have good dispositions. You will see the same traits in these bulls.

We realize there are many bull sales as to which you can find a bull and we thank you for your consideration. We want to emphasize the fact that when you buy one of our bulls, you are not just buying a bull, but buying into a program that is committed to providing you the best product available anywhere. Every year we have people come through that have been to other sales and tell us that our bulls are as good or better than anywhere they have been.

All of the bulls have been ultrasounded and that data is available. They have also been fertility tested and will be ready to go to work. We provide you with this information so our bulls can be as transparent as possible. We want you to be informed as you can be about your new purchase. Again this year, our bulls were developed on Purina's new AR Developer product. We have stayed with this program as we have had many reports how impressed buyers were that their bulls didn't melt after turnout and they stayed good on their feet and legs. Our bulls have also been BVD-PI tested negative.

There is no better time than now to invest in top genetics for your herd. Heavy cattle at the livestock markets are bringing home the biggest checks, and we are confident we have the bulls to add those pounds. As you look through the offering, we believe we have several great maternal sires available as well. Looking forward, the daughters from these bulls will add to your bottom line for years to come. We also invite you to come see the bulls on the side of their dams in the summer, which is where we feel they are the most impressive, and you get to see the factory that stands behind them. Please feel free to call us with any questions regarding the sale offering. We look forward to doing business with you!

We sincerely thank you for your interest,  
*Nate, Leslie, and Creed Ruby*

We would like to welcome Miles Eddy to the Ruby Cattle Co. team. He joins us after spending 11 years at Whitestone Angus Farm in Virginia. We are happy to have him on board!



# INNOVATION

AgMarketing, LLC

*Cattlemen.*

When someone asks about where they can find an operation that offers seedstock with that “true American grit-filled spirit” that built this nation and brought it to the forefront of the World over a century ago, Ruby Cattle Company comes to mind. It’s the home of everything earned! The land base, infrastructure improvements, and the substantial growth over the last decade and a half has been built off of the cattle that run the pastures off Elk Street in Murray, Iowa. An inspirational operation for any young, seedstock enthusiast would be the Ruby journey, and Nate will be the first to admit that it hasn’t been easy. His driving force besides his own grit would be his life partner and wife, Leslie. For those of you, like Dennis Moore, who have been friends/ family of the program for many years understand exactly what we are referring to, but for those of you that aren’t familiar, it’s time to get on board with one of the most influential programs of the entire Simmental breed.

Ruby Cattle Company turns in as much data as any breeder in the business. Nate has always been proud of the fact that their bulls weigh and measure impressively with the females that can thrive in any environment including fescue. Repeat customers over the years is another driving force in the continued success of the program with very positive results across the scales and retention of females in the commercial sector. This bull sale has always taken place at Lamoni Livestock preceding the February Special Cow Sale, owners Jason Allen and Jared Miller sell quite a few Ruby sired calves across the scales for customers of the commission company. They too have calved a set of females bred to Ruby bulls and were very pleased with the end result and have become believers of the program as well. The popularity and reputation of a seedstock provider takes time and leaps of faith by the buyers. That time allows relationships to form, take shape, and grow.

Bulls like Currency and Turnpike are the most recent of famed young sires that are products of the program. The frontend Currency progeny are as impressive as any! It appears he will most definitely outbreed himself in his first calf crop with multiple reports of program leading sons across the country. The Turnpike sire group has been popular as well with excellent female reports and scale smashing bull progeny loaded with power and substance. Battle Cry would be another of the Ruby elite herdsires that continues to stamp his stock with balance and shape with a most recent high selling female for Sandeen Genetics. Regardless of the reports and success stories, this very offering is packed with powerful, beef business sons of these three and many more of the herd bull battery of Ruby Cattle Co. This is the stoutest, highest performing pen of bulls that they have ever offered without question!

Nate is 110% dedicated to this endeavor and with the support and supervision by Leslie, this operation will only continue to persevere. The relentless pursuit of the most profitable beef animal with fundamental perfection and the provision of the utmost, upfront, transparent, no bullshit customer service is what you will experience when you invest in their program that will become your program. Passion and drive is what makes an operation grow and flourish and the Ruby family knows and understands the American Dream because they’re representing it.

Please join us February 1 at Lamoni Livestock, and please feel free to call, email, and come by any time prior to visit about or look at the offering.

We sincerely thank you for your interest,

## Sale Schedule

**Open House - Saturday, January 25, 2020**  
Join us at the farm for lunch and refreshments  
10:00 am - 3:00 pm

**Friday, January 31, 2020**  
Bulls on Display 1:00 pm

**Saturday, February 1, 2020**  
Lunch is available at the Sale Facility  
Sale Begins at 12:00 pm CST

## Sale Location

Lamoni Livestock Auction  
900 E. Main Street - Lamoni, IA 50140  
Office - 641-784-3323

## Updates

Visit [www.rubycattleco.com](http://www.rubycattleco.com) or  
[www.innovationagmarketing.com](http://www.innovationagmarketing.com) for updates



# FUNCTIONAL | PREDICTABLE | PROFITABLE

*Saturday, February 1, 2020*

## SALE DAY PHONES

Nate Ruby - 515-450-0112  
Leslie Ruby - 515-450-0259  
Miles Eddy - 507-841-1787

## AUCTIONEER

Col. Jared Shipman - 806-983-7226

## SALE MANAGEMENT

Graham Blagg - 530-913-6418  
INNOVATIONAGMARKETING.COM

## MARKETING REPRESENTATIVES

Kelly Schmidt - 406-599-2395  
Austin Brandt - 712-621-1829  
Jeremie Ruble - 406-581-7940

## LAMONI LIVESTOCK AUCTION

Office - 641-784-3323  
Jared Miller - 515-608-0953  
Jason Allen - 641-782-0790

## ACCOMMODATIONS

Cobblestone Inn & Suites - Lamoni, IA 641-784-4000  
Super 8 Motel - Lamoni, IA 641-784-7500

## HEALTH

Bulls have been vaccinated under veterinary recommendations. All bulls have been tested negative for BVD. Sale vet will assist buyers on health status for specific states.

## TERMS & CONDITIONS

All bulls sell under the terms and conditions of the American Simmental Association. Terms of sale are cash or check payable immediately upon conclusion of the sale and before animals will be removed.

## INSURANCE

Insurance will be available through Jame Secondino of American Livestock Insurance, Ph. 812-208-0956.

## RETAINED INTEREST

Ruby Cattle Co reserves 1/3 semen interest in all bulls selling unless otherwise noted.

## EPDS

Please note that EPDs may change from the time the sale catalog is printed until registration paper is transferred. EPDs are Spring 2020 numbers.

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*Two Thousand Seventeen*



Champion Pen of 5 Simmental Bulls



Champion Pen of 3 Simmental Bulls

# THE RUBY CATTLE COMPANY BULL SALE

*Lamoni Livestock Auction in Lamoni, Iowa*

## RISK

Each animal becomes the risk of the purchaser as soon as sold. Animals purchased are at the purchaser's risk as to loss or injury, and will be loaded according to purchaser's direction. Insurance will be available sale day.

## UPDATES AND SALE ORDER

Additional information and sale order can be found at the InnovationAgMarketing.com website and on their Facebook page.

## ANNOUNCEMENTS

Announcements made sale day and from the auction block during the sale take precedence over printed material in the catalog or other printed material associated with this sale. Anyone attending this sale, attends at their own risk. Breeders or any of the sale force will not be held responsible for any injury while attending this sale.

## LIABILITY

Neither owners nor sale management assume any liability for any accidents that may occur to the animal after it is sold. All persons who attend the sale do so at their own risk and owners or sale personnel assume no liability for accidents.

## SALE DAY LOAD OUT

All bulls loaded out sale day will receive \$100 off the purchase price. Bulls are allowed to stay at the farm free of charge until April 1, 2020.

## AD AND CATALOG PRODUCTION

THM Promotions - Tracy McMurphy  
806-679-0231

## TRUCKING

We encourage everyone to travel as convenient as possible. We will make every effort to assist with trucking arrangements.

## ABSENTEE BIDDING

The Lamoni Livestock Auction offers an online broadcast of the sale. Visit [LMAAuctions.com](http://LMAAuctions.com) to view the auction.



*Two Thousand Eighteen*



Reserve Champion Pen of 5 Simmental Bulls



Reserve Champion Pen of 3 Simmental Bulls

# THE TURNPIKE SIRE GROUP



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What a way to kick off this years edition of the bull offering. Here is an extremely eye appealing Turnpike son that is super soft made and very athletic. He's powerful, yet smooth in his design and we really like that about him. He was the number 2 birthweight bull in his contemporary group and had a bw ratio of 126, he is top 2% CE and top 4% BW. Here is a bull that we think will be a great choice for first calf heifers when quality is important in that first calf. Also note, his granddam his the great 2124Z donor, who is proving to be one of the most productive cows in the breed.

## 1 RUBYS TURNPIKE 917G

BD: 1/1/19      ASA: 3594876      TATTOO: 917G

WBF SIGNIFICANT B132  
**RUBYS TURNPIKE 771E**  
 RUBYS MISS CLEO 240Z

PVFS RUBY MADDEN 126Y  
**RUBY NFF RHYTHM 5C75**  
 RUBY NFF RHYTHM 2124Z

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 65
- ADJ. WW: 698



Rubys Turnpike 771E - Sire of Lots 1 - 10

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.3	-1.3	70.1	108.9	0.24	8.4	24.4	59.4	16.9
DOC	CW	YG	MARB	BF	REA	API	TI	
10.2	40.6	-0.49	-0.05	-0.12	0.98	135.2	73.9	

## SIRE OF SIGNIFICANCE - TURNPIKE

will be honest, we had high expectations for Turnpike, the \$71,000 half interest sale topper of this sale 2 years ago. He has met and exceeded expectations and we couldn't be happier with the job he is doing here, and in other herds around the country. The positive comments from breeders and the amount of quality progeny that have sold this fall have solidified his spot as one of the breeds next great breeding bulls. He has checked all the boxes here; they have calved unassisted, grown extremely well, have awesome feed and legs, and are stamped with a great look. Buy these sons with confidence, there will be several more for years to come.

# THE TURNPIKE SIRE GROUP



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I have to think that is bull will be one of the most intriguing stud prospects to sell this sale season. I'm not sure that I have ever seen a bull that is this massive, yet is still so correct in his structure and right in his angles. His feet are awesome, he's cleaned jointed, and can still get out and cover ground like a bull half his size. We love the eye appeal that he brings to the table, his attitude is as good as you will find and he is as tight sheathed as any bull we have. Check out his EPD profile, it is flat out impressive. Top 4 % CE and top 1% Wean, Year, ADG, DOC, REA, and TI. We really think a lot of his young dam, and are expecting big things from her in the future. You will notice she was just a first calver this year and this bull and his brothers are the result of being aggressive with IVF on a young cow we thought could do some good, and she has delivered in spades. The Linda Cow family has brought plenty of good bulls to town over the years, and a strong cow family behind this bull only makes us more excited. If your hunting a power bull, find this one, he's pretty special.

## 2 RUBYS TURNPIKE 935G

BD: 1/5/19      ASA: 3594860      TATTOO: 935G

WBF SIGNIFICANT B132  
**RUBYS TURNPIKE 771E**  
 RUBYS MISS CLEO 240Z

WS ALL-AROUND Z35  
**RUBYS LINDA 721E**  
 RUBYS LINDA 341A

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 97
- ADJ. WW: 777

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.3	2	97.3	147.8	0.32	7.8	17.5	66.1	16.9
DOC	CW	YG	MARB	BF	REA	API	TI	
19.1	53.1	-0.51	0.08	-0.12	1.27	145.8	88.9	

*One of the most intriguing stud prospects to sell this sale season!*



# THE TURNPIKE SIRE GROUP



*Lot 3*

Here is a cool looking full brother to the powerful lot 2 bull. He combines the same basic design as his stout brother, with a very eye appealing look. He too, reads very well on paper with high calving ease and top end growth, with top index numbers. Here is a bull that combines high growth and power, with a show heifer sire look. Take a look here.

## 3 RUBYS TURNPIKE 956G

BD: 1/11/19 ASA: 3594841 TATTOO: 956G

WBF SIGNIFICANT B132  
**RUBYS TURNPIKE 771E**  
 RUBYS MISS CLEO 240Z

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 98
- ADJ. WW: 671

WS ALL-AROUND Z35  
**RUBYS LINDA 721E**  
 RUBYS LINDA 341A

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.3	1.2	88	134.6	0.29	7.8	19.7	63.6	16.9
DOC	CW	YG	MARB	BF	REA	API	TI	
14.5	45.4	-0.51	0.08	-0.12	1.16	143.8	84.5	

## 4 RUBYS TURNPIKE 925G

BD: 1/4/19 ASA: 3594869 TATTOO: 925G

WBF SIGNIFICANT B132  
**RUBYS TURNPIKE 771E**  
 RUBYS MISS CLEO 240Z

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 89
- ADJ. WW: 736

WELSHS DEW IT RIGHT067T  
**RUBYS LUCY 222Z**  
 AKERS LUCY R265

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.1	2.9	86.5	126.3	0.25	4.3	18.2	61.4	17
DOC	CW	YG	MARB	BF	REA	API	TI	
12.5	43.1	-0.41	0.07	-0.10	0.94	129.8	79.3	

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*Lot 4*

Stout, sound, big bodied, and good looking best describe this bull. He is as complete as they come and will make great females as well as heavy sons. His dam produced a \$17,000 heifer to RS&T a few years back.



# THE TURNPIKE SIRE GROUP

Two high quality full brothers here. They are out of the granddam of the lot 2 and 3 bulls. If your searching for more frame and length of body to add into your cow herd, take a look at these brothers. Once again, their sons will smash the scales, and their daughters will be the kind to take your cow herd into the future. Take a look at their EPDs, I'm not sure you can find a more balanced set.

## 5 RUBYS TURNPIKE 944G

BD: 1/6/19 ASA: 3594852 TATTOO: 944G

WBF SIGNIFICANT B132  
**RUBYS TURNPIKE 771E**  
 RUBYS MISS CLEO 240Z

PVFS RUBY MADDEN 126Y  
**RUBYS LINDA 341A**  
 X517P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 92
- ADJ. WW: 655



Lot 5

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.5	0.8	75.6	116.8	0.26	7	24.4	62.1	16.3

DOC	CW	YG	MARB	BF	REA	API	TI
10.9	41.4	-0.53	0.11	-0.11	1.17	139.3	78.7

## 6 RUBYS TURNPIKE 934G

BD: 1/5/19 ASA: 3594861 TATTOO: 934G

WBF SIGNIFICANT B132  
**RUBYS TURNPIKE 771E**  
 RUBYS MISS CLEO 240Z

PVFS RUBY MADDEN 126Y  
**RUBYS LINDA 341A**  
 X517P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 90
- ADJ. WW: 720



Lot 6

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.5	1.2	80.3	123.6	0.27	7	23.3	63.4	16.3

DOC	CW	YG	MARB	BF	REA	API	TI
5.5	46.5	-0.53	0.11	-0.11	1.24	140.3	80.9

## 7 RUBYS TURNPIKE 979G

BD: 1/27/19 ASA: 3594821 TATTOO: 979G

WBF SIGNIFICANT B132  
**RUBYS TURNPIKE 771E**  
 RUBYS MISS CLEO 240Z

SS INCENTIVE 9J17  
**NFF FOXXY LADY D193**  
 NFF FOXXY LADY A096

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 91
- ADJ. WW: 671



Lot 7

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.8	1.9	73.8	116	0.26	6.9	18.5	55.3	16.1

DOC	CW	YG	MARB	BF	REA	API	TI
11	38.4	-0.37	0.17	-0.08	0.9	124.8	71.6

Everyone loves a baldy! Look past his blaze face, and you will find one of the best looking bulls in the offering. We love his attractive front end, combined with great length and depth of body. He is super athletic on the move and is designed to cover a lot of cows in a day. Here is a great SimAngus sire prospect that combines two bulls have had a lot of influence on our herd, Incentive and Turnpike.

# THE TURNPIKE SIRE GROUP



Lot 8

## 8 RUBYS TURNPIKE 962G

BD: 1/21/19 ASA: 3594836 TATTOO: 962G

WBF SIGNIFICANT B132  
**RUBYS TURNPIKE 771E**  
 RUBYS MISS CLEO 240Z

O C C EMBLAZON 854E  
**FCC JUANADA 919W**  
 FCC JUANADA 742P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 87
- ADJ. WW: 671

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.4	0.7	71	106.9	0.22	6	20.2	55.6	18.9

DOC	CW	YG	MARB	BF	REA	API	TI
10.9	33.9	-0.17	0.36	-0.03	0.65	143.3	75.3

If you can appreciate moderate cattle, you will love this bull. He is huge bodied, stout, sound, and good looking. His dam is one of the most influential Angus cows in our herd. We have retained every daughter to date, and they flat out work. If you're looking for a bull to make females, I couldn't recommend this bull more.



Lot 9

## 9 RUBYS TURNPIKE 9140G

BD: 2/18/19 ASA: 3594766 TATTOO: 9140G

WBF SIGNIFICANT B132  
**RUBYS TURNPIKE 771E**  
 RUBYS MISS CLEO 240Z

S A V FINAL ANSWER 0035  
**RUBYS KAYE 615D**  
 MISS LUCKY KAYE ML3

- BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 89
- ADJ. WW: 691

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.5	1.5	73.2	111.3	0.24	6.3	20.2	56.7	18.1

DOC	CW	YG	MARB	BF	REA	API	TI
15.1	38.4	-0.37	0.18	-0.08	0.94	127.7	71.7

Here is a stout made, long bodied bull with a bit more frame and body length. He inherits from the great Kaye family, who has produced several good bulls over the years.



Lot 10

## 10 RUBYS TURNPIKE 9122G

BD: 2/6/19 ASA: 3594782 TATTOO: 9122G

WBF SIGNIFICANT B132  
**RUBYS TURNPIKE 771E**  
 RUBYS MISS CLEO 240Z

O C C EUREKA 865E  
**FCC ROSETTA 535U**  
 FCC ROSETTA 702P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 106
- ADJ. WW: 661

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
6.9	4.2	79	121.2	0.26	1.1	17.7	57.1	15.4

DOC	CW	YG	MARB	BF	REA	API	TI
10.2	34.6	-0.19	0.3	-0.03	0.7	120.8	73.3

Big, deep, long, stout Sim Angus bull here. His dam has produced several great daughters in our herd and they flat work! Here is one that will add pounds and leave you those front pasture females. We would recommend him for mature cow use.

# THE CURRENCY SIRE GROUP

Lot 11



Currency is the \$435,000 stud from the 2017 calf crop. We did not get many calves this first year, but the ones we have, we really, really like, and have used him heavy moving forward. They come small, are fast growing, and are elite looking cattle, that are great on their feet and legs. This son and his two brothers on the next page are peas in a pod. They are as good looking purebred Simmental bulls as you will find. They are big bodied, stout made, and we love their structure. They are backed by a couple of our most proven donors. The 9171G bull is a full brother to the heifer that just topped our female sale at \$25,000 to Shoal Creek Land and Cattle. If you want to add eye appeal to your herd, these guys will do it in a generation.



Ruby NFF Rhythm 2124Z - Dam of Lot 11

## 11 RUBY NFF CURRENCY 9171G

BD: 3/3/19      ASA: 3594737      TATTOO: 9171G

WBF SIGNIFICANT B132  
**RUBY'S CURRENCY 7134E**  
 RUBYS JILL 035X

AJE/PB MONTECITO 63W  
**RUBY NFF RHYTHM 2124Z**  
 RHYTHM 418P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 89
- ADJ. WW: 715



Ruby NFF Rhythm 9172G - \$25,000 Full Sister to Lot 11

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.2	1.7	68.6	107.6	0.24	5.7	20.8	55.1	17.7
DOC	CW	YG	MARB	BF	REA	API	TI	
13.2	41.1	-0.45	-0.11	-0.11	0.94	121.2	66.8	

# THE CURRENCY SIRE GROUP



Lot 12



Firefly W46 - Dam of Lot 12

## 12 RUBYS CURRENCY 9168G

BD: 3/1/19 ASA: 3594740 TATTOO: 9168G

WBF SIGNIFICANT B132  
**RUBY'S CURRENCY 7134E**  
 RUBYS JILL 035X

- BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 88
- ADJ. WW: 741

STF/RP SAVVY SR49  
**JSF FIREFLY W46**  
 CASONS MISS AMANDA

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.7	3.4	77.4	116	0.24	3.3	17.9	56.6	14.4
DOC	CW	YG	MARB	BF	REA	API	TI	
14.6	43	-0.45	0.06	-0.11	0.95	118.5	73	

## 13 RUBYS CURRENCY 9178G

BD: 3/8/19 ASA: 3594730 TATTOO: 9178G

WBF SIGNIFICANT B132  
**RUBY'S CURRENCY 7134E**  
 RUBYS JILL 035X

- BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 87
- ADJ. WW: 718

STF/RP SAVVY SR49  
**JSF FIREFLY W46**  
 CASONS MISS AMANDA

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.7	3.3	76.5	114.7	0.24	3.3	18.1	56.3	14.4
DOC	CW	YG	MARB	BF	REA	API	TI	
14.6	42.1	-0.44	0.06	-0.11	0.93	118.3	72.5	



Lot 13



Ruby's Currency 7134E  
 Sire of Lots 11 - 13





This bull is another son of the 721E donor, who is the dam of the lots 2 and 3. He too is a stout made, attractive bull, with a big middle and great performance. Once again, check out the EPD profile here. He combines 10 traits in the top 5% of the breed. Another true breeding bull offered here.

## 14 RUBYS SIGNIFICANT 901G

BD: 1/1/19      ASA: 3594895      TATTOO: 901G

GW-WBF SUBSTANCE 820Y  
**WBF SIGNIFICANT B132**  
 WBF HEBE X376

WS ALL-AROUND Z35  
**RUBYS LINDA 721E**  
 RUBYS LINDA 341A

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 96
- ADJ. WW: 747

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.1	1.9	89.8	139	0.31	7	21.4	66.3	16.4
DOC	CW	YG	MARB	BF	REA	API	TI	
20.1	52.4	-0.46	0.18	-0.10	1.24	147.1	87.1	

*Another true breeding bull offered here.*

### SIRE OF SIGNIFICANCE - SIGNIFICANT

**T**he Significants made a big impact here in the 2017 calf crop. We love what this bull brings to the table. The are stout made, high growth cattle that mash down the scales. We also love their dispositions, as they are as quiet and friendly as they come. We calved his first daughters this spring and were impressed by their mothering ability, ability to get bred back while nursing a big calf. He checks many of the boxes we are after.

# THE SIGNIFICANT SIRE GROUP

Several great opportunities here to own a full brother to Turnpike. They are all a bit different in design, but at the same time, are very much the same. They are stout made, big bodied cattle, that are easy fleshing with great feet and athletic when set in motion. The full sisters to these bulls are flat out impressive as well. If you want to add some top end genetics to your herd, here is a great place to look!



Lot 15

## 15 RUBYS SIGNIFICANT 924G

BD: 1/3/19 ASA: 3594870 TATTOO: 924G

GW-WBF SUBSTANCE 820Y  
**WBF SIGNIFICANT B132**  
 WBF HEBE X376

OVAL F RINGLEADER R579  
**RUBYS MISS CLEO 240Z**  
 RUBYS MISS CLEO 964W

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 101
- ADJ. WW: 675

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.7	2.4	76.4	117	0.25	6.1	19.5	57.6	17.6
DOC	CW	YG	MARB	BF	REA	API	TI	
15.4	38.6	-0.42	0.18	-0.09	0.97	136.7	77.1	



Lot 16

## 16 RUBYS SIGNIFICANT 921G

BD: 1/2/19 ASA: 3594872 TATTOO: 921G

GW-WBF SUBSTANCE 820Y  
**WBF SIGNIFICANT B132**  
 WBF HEBE X376

OVAL F RINGLEADER R579  
**RUBYS MISS CLEO 240Z**  
 RUBYS MISS CLEO 964W

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 83
- ADJ. WW: 714

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.7	2.8	80.4	122.7	0.26	6.1	18.5	58.7	17.6
DOC	CW	YG	MARB	BF	REA	API	TI	
15.4	41.8	-0.42	0.18	-0.09	1.01	137.5	79	



Lot 17

## 17 RUBYS SIGNIFICANT 949G

BD: 1/9/19 ASA: 3594847 TATTOO: 949G

GW-WBF SUBSTANCE 820Y  
**WBF SIGNIFICANT B132**  
 WBF HEBE X376

OVAL F RINGLEADER R579  
**RUBYS MISS CLEO 240Z**  
 RUBYS MISS CLEO 964W

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 101
- ADJ. WW: 691

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.7	2.7	78.8	120.4	0.26	6.1	18.9	58.3	17.6
DOC	CW	YG	MARB	BF	REA	API	TI	
15.4	39.4	-0.42	0.18	-0.09	0.98	137.2	78.2	

# THE SIGNIFICANT SIRE GROUP



Rubys Turnpike 771E - Full Brother to Lots 15 - 20



Lot 18

## 18 RUBYS SIGNIFICANT 939G

BD: 1/6/19 ASA: 3594896 TATTOO: 939G

- |                             |                     |
|-----------------------------|---------------------|
| GW-WBF SUBSTANCE 820Y       | • HOMOZYGOUS BLACK  |
| <b>WBF SIGNIFICANT B132</b> | • HOMOZYGOUS POLLED |
| WBF HEBE X376               | • PB SM             |
| OVAL F RINGLEADER R579      | • ADJ. BW: 97       |
| <b>RUBYS MISS CLEO 240Z</b> | • ADJ. WW: 714      |
| RUBYS MISS CLEO 964W        |                     |

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.7	3	82.6	125.8	0.27	6.1	18	59.3	17.6
DOC	CW	YG	MARB	BF	REA	API	TI	
15.4	41.3	-0.42	0.18	-0.09	1	138	80	



Lot 19

## 19 RUBYS SIGNIFICANT 902G

BD: 1/1/19 ASA: 3594893 TATTOO: 902G

- |                             |                     |
|-----------------------------|---------------------|
| GW-WBF SUBSTANCE 820Y       | • HOMOZYGOUS BLACK  |
| <b>WBF SIGNIFICANT B132</b> | • HOMOZYGOUS POLLED |
| WBF HEBE X376               | • PB SM             |
| OVAL F RINGLEADER R579      | • ADJ. BW: 87       |
| <b>RUBYS MISS CLEO 240Z</b> | • ADJ. WW: 647      |
| RUBYS MISS CLEO 964W        |                     |

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.7	2.4	75.5	115.7	0.25	6.1	19.7	57.4	17.6
DOC	CW	YG	MARB	BF	REA	API	TI	
15.4	37.3	-0.42	0.18	-0.09	0.95	136.4	76.7	



Lot 20

## 20 RUBYS SIGNIFICANT 918G

BD: 1/2/19 ASA: 3594875 TATTOO: 918G

- |                             |                     |
|-----------------------------|---------------------|
| GW-WBF SUBSTANCE 820Y       | • HOMOZYGOUS BLACK  |
| <b>WBF SIGNIFICANT B132</b> | • HOMOZYGOUS POLLED |
| WBF HEBE X376               | • PB SM             |
| OVAL F RINGLEADER R579      | • ADJ. BW: 79       |
| <b>RUBYS MISS CLEO 240Z</b> | • ADJ. WW: 635      |
| RUBYS MISS CLEO 964W        |                     |

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.7	2.1	72.5	111.5	0.24	6.1	20.4	56.6	17.6
DOC	CW	YG	MARB	BF	REA	API	TI	
19.9	36.1	-0.42	0.18	-0.09	0.93	135.8	75.3	

# THE ECHO SIRE GROUP



18

This Echo son is out of Turnpikes mother. I think he is one of the most complete bulls in the offering. He may not jump out and grab you, but make sure you find him and study him, he covers all the basics and combines as many positive traits as any other bull in the sale, both physically and on paper. Don't miss this one!

## 21 RUBYS ECHO 9112G

BD: 2/4/19      ASA: 3594790      TATTOO: 9112G

HOOK'S BALTIC 17B  
**OVAL F ECHO E709**  
 OVAL F YIN Y26

OVAL F RINGLEADER R579  
**RUBYS MISS CLEO 240Z**  
 RUBYS MISS CLEO 964W

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 86
- ADJ. WW: 710



*Oval F Echo E709 - Sire of Lots 21 - 33*

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13	0.7	79	114.1	0.22	7.4	14.6	54.1	17.8

DOC	CW	YG	MARB	BF	REA	API	TI
11.5	33.8	-0.42	0.14	-0.09	0.9	141.1	79.3

## SIRE OF SIGNIFICANCE - ECHO

**W**e acquired Echo from our friends at Oval F in Missouri a couple years ago. To date, he is one of the best purchases we have made. We love the bull, he is as big and nice footed as you will find and is as smooth shouldered purebred bull that we have ever seen. He is a bit bigger framed and longer bodied bull, which we were looking for, and he is passing that on to his progeny. We have used him successfully on heifers and we love the performance he combines with that calving ease. The females we offered in November were well received and we think Echo is set to make a big impact on our herd.

## 22 RUBYS ECHO 996G

BD: 1/30/19 ASA: 3594806 TATTOO: 996G

HOOK'S BALTIC 17B  
**OVAL F ECHO E709**  
 OVAL F YIN Y26

PVFS RUBY MADDEN 126Y  
**RUBYS LINDA 341A**  
 X517P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 75
- ADJ. WW: 699



Lot 22

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
18	-1.7	69.3	103	0.21	8.4	23.8	58.3	16
DOC	CW	YG	MARB	BF	REA	API	TI	
17	38.3	-0.48	0.17	-0.10	1.1	147.2	79.1	

I believe this is the highest CE purebred bull in the offering with an EPD of 18, that is the top 1%. His dam is well represented in this sale as well. She has several sons and grandsons selling and they are some of my favorite bulls. Here is a calving ease sire that still offers above average performance numbers and great index numbers. Outcross genetics at their best here.

## 23 RUBYS ECHO 9167G

BD: 3/1/19 ASA: 3594741 TATTOO: 9167G

HOOK'S BALTIC 17B  
**OVAL F ECHO E709**  
 OVAL F YIN Y26

WBF SIGNIFICANT B132  
**RUBYS EVA 779E**  
 RUBYS EVA 312A

- BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 81
- ADJ. WW: 694



Lot 23

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.4	-0.3	70.4	104.7	0.21	6.6	19.9	55	18.8
DOC	CW	YG	MARB	BF	REA	API	TI	
14.9	38.1	-0.45	0.33	-0.10	1.02	153.4	81.1	

As I mentioned before, we used Echo on several heifers and many of those resulting sons are in this sale. Here is one that is the highest API bull in the offering. He is an attractive bull that is loose made, big bodied, smooth and athletic. He comes from a very productive cow family as well. Buy with confidence.

## 24 RUBYS ECHO 9137G

BD: 2/15/19 ASA: 3654274 TATTOO: 9137G

HOOK'S BALTIC 17B  
**OVAL F ECHO E709**  
 OVAL F YIN Y26

RUBY SWC BATTLE CRY 431B  
**RUBY NFF RHYTHM 715E**  
 RHYTHM 418P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 87
- ADJ. WW: 735



Lot 24

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.4	1.1	75.4	111.6	0.23	6.6	16.9	54.5	17.6
DOC	CW	YG	MARB	BF	REA	API	TI	
15.3	41.5	-0.42	-0.07	-0.10	0.91	126.5	71.6	

If you appreciate good looking cattle like we do, here is one to consider. We love this bulls attractiveness that he combines with great feet, great structure, extra muscle, and extra center body. His dam is a Battle Cry out of the immortal 418P. The genetics behind this one are as good as it gets!

## 25 RUBYS ECHO 9158G

BD: 2/25/19 ASA: 3667053 TATTOO: 9158G

HOOK'S BALTIC 17B  
**OVAL F ECHO E709**  
 OVAL F YIN Y26

HTP/SVF DURACELL T52  
**LTS HOTZ MS LIBERTY 701E**  
 THSF MS LIBERTY S600

- HOMOZYGOUS BLACK
- POLLED
- PB SM
- ADJ. BW: 98
- ADJ. WW: 785

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.8	0.9	76.9	110.8	0.21	5.8	18.4	56.8	16.4
DOC	CW	YG	MARB	BF	REA	API	TI	
16.1	35.7	-0.5	-0.05	-0.11	1.02	127.1	73.8	

We purchased the dam of this bull in the Denver sale a couple years back and this is her first calf. She was shown very successfully by Rydder Hogan and did an outstanding job in the pasture her first time out as well. We have always admired the cow power of the S600 cow, and we have incorporated a fair bit of her genetics into our herd. Here is a long made, big bodied bull that is attractive made and super complete. We think this bull has lots to offer, don't miss him!

## 26 RUBYS ECHO 9150G

BD: 2/23/19 ASA: 3594757 TATTOO: 9150G

HOOK'S BALTIC 17B  
**OVAL F ECHO E709**  
 OVAL F YIN Y26

W/C LOADED UP 1119Y  
**LTS HOTZ MS LIBERTY 704E**  
 THSF MS LIBERTY S600

- BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 85
- ADJ. WW: 751

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.4	0.2	75.4	109	0.21	6.7	19.5	57.1	17.9
DOC	CW	YG	MARB	BF	REA	API	TI	
19.9	42.3	-0.47	-0.01	-0.11	1.05	133.4	74.7	

Here is son from another S600 daughter. This bulls dam is a Loaded Up daughter that is as neat made as they come and her disposition is second to none. This bull ratioed 103 at birth and 111 at Weaning. If you want a calving ease prospect with well above average growth and well above average phenotype, here he is.

## 27 RUBYS ECHO 992G

BD: 1/29/19 ASA: 3594810 TATTOO: 992G

HOOK'S BALTIC 17B  
**OVAL F ECHO E709**  
 OVAL F YIN Y26

WBF SIGNIFICANT B132  
**RUBY NFF FANCY 7109E**  
 A & B FANCY 2074

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 87
- ADJ. WW: 714

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	0.8	78.7	119	0.25	6.3	19.4	58.7	15.8
DOC	CW	YG	MARB	BF	REA	API	TI	
14.9	38.1	-0.22	0.43	-0.05	0.7	141.4	81.5	

What a true beef bull here! We think this bull is designed for the long haul. Great feet, loose structured and super athletic when he moves. He's stout, but smooth in his muscle pattern and big bodied with an easy keeping look. Here is a bull with a shot more frame and length as well. Top 10% growth EPDs while being born unassisted out of a first calf heifer. He checks a lot of boxes.



Lot 25



Lot 26



Lot 27

## 28 RUBYS ECHO 9128G

BD: 2/9/19 ASA: 3594776 TATTOO: 9128G

HOOK'S BALTIC 17B  
**OVAL F ECHO E709**  
 OVAL F YIN Y26

O C C EMBLAZON 854E  
**FCC JUANADA 918W**  
 FCC JUANADA 742P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 73
- ADJ. WW: 697



*Lot 28*

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.1	-1.8	66.5	95.8	0.18	6.9	19.4	52.6	17.8
DOC	CW	YG	MARB	BF	REA	API	TI	
12.3	25.1	-0.14	0.37	-0.01	0.57	146.7	75.6	

A really complete SimAngus calving ease prospect here. If you dig back through sale catalogs, I will talk about the best uddered cow on the farm, and its this bulls mother. Unfortunately for me, all she has is bulls. We are patiently waiting on a heifer calf out of her. If you have some heifers to breed or are just looking for a really good maternal sire, here he is!

## 29 RUBYS ECHO 9117G

BD: 2/5/19 ASA: 3594786 TATTOO: 9117G

HOOK'S BALTIC 17B  
**OVAL F ECHO E709**  
 OVAL F YIN Y26

S S INCENTIVE 9J17  
**RUBYS EVA 507C**  
 RUBYS EVA 312A

- BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 85
- ADJ. WW: 634



*Lot 29*

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.2	0	66.5	100.3	0.21	6.9	19.1	52.3	16.1
DOC	CW	YG	MARB	BF	REA	API	TI	
14.3	36.3	-0.24	0.36	-0.05	0.75	136.1	73.5	

Another stout made SimAngus bull here. He is out of a high performing Incentive daughter back once again to good Eva cow family. Here is a smooth, stout made bull that comes in a bigger framed package.

## 30 RUBYS ECHO 9181G

BD: 3/10/19 ASA: 3594727 TATTOO: 9181G

HOOK'S BALTIC 17B  
**OVAL F ECHO E709**  
 OVAL F YIN Y26

RUBY SWC BATTLE CRY 431B  
**RUBYS ELINE 635D**  
 AKERS HARTLEY ELINE 4318

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 84
- ADJ. WW: 744



*Lot 30*

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13	0	77	110.5	0.21	6.4	15.9	54.4	15.1
DOC	CW	YG	MARB	BF	REA	API	TI	
10.8	35.1	-0.3	0.12	-0.08	0.7	124.3	73.6	

One of my favorite bulls in the offering. He is a long, deep bodied bull, that is athletic and as loose made as any bull in the offering. These high calving ease, high growth bulls have value in the most particular operation.

# THE ECHO SIRE GROUP



Lot 31

## 31 RUBY NFF ECHO 9180G

BD: 3/10/19 ASA: 3594728 TATTOO: 9180G

HOOK'S BALTIC 17B  
**OVAL F ECHO E709**  
 OVAL F YIN Y26

GW PREDESTINED 701T  
**NFF BLACK STAR B030**  
 NFF BLACK STAR Y109

- BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 84
- ADJ. WW: 720

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.7	-0.5	71.3	104.3	0.21	6.7	20.1	55.7	16.7

DOC	CW	YG	MARB	BF	REA	API	TI
14.6	28.8	-0.31	0.38	-0.06	0.74	141.5	77.7

These good Echo SimAngus bulls just keep coming. If you're after multiple bulls, these last 3 lots would be bulls to strongly consider. I know I sound like a broken record, but another stout made, long bodied bull with great growth figures combined with high calving ease and negative birth weight EPDs.



Lot 32

## 32 RUBYS ABSOLUT 9186G

BD: 3/13/19 ASA: 3594722 TATTOO: 9186G

HOOK'S BALTIC 17B  
**OVAL F ECHO E709**  
 OVAL F YIN Y26

RUBYS YUCATAN 160Y  
**RUBYS ROSETTA 4B10**  
 FCC ROSETTA 968W

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 80
- ADJ. WW: 733

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.6	-0.4	72.7	104.6	0.2	4.1	17.4	53.7	17.9

DOC	CW	YG	MARB	BF	REA	API	TI
11	31.8	-0.3	0.34	-0.07	0.72	139.2	77

Another long, loose, deep, stout SimAngus Echo son. They just keep coming!



Lot 33

## 33 RUBYS ECHO 9103G

BD: 2/1/19 ASA: 3594799 TATTOO: 9103G

HOOK'S BALTIC 17B  
**OVAL F ECHO E709**  
 OVAL F YIN Y26

CCR COWBOY CUT 5048Z  
**RUBYS KAYE 733E**  
 MISS LUCKY KAYE ML3

- BLACK
- SCURRED
- PB SM
- ADJ. BW: 76
- ADJ. WW: 691

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.7	-0.1	73.8	104.2	0.19	7.7	21.1	57.9	19.4

DOC	CW	YG	MARB	BF	REA	API	TI
16.3	36.3	-0.5	0.18	-0.10	1.15	146.8	79.1

Looking for a heifer bull that you can use for several years? Here is your guy! He is moderate in his frame, was born unassisted out of a first calf heifer with a 70# actual birthweight. He is top 10% CE, top 15% BW and top 5% API



This fall stud is one of my favorite bulls in the entire offering. I love his length and extension, yet combines that with plenty of softness in his middle one third, and he is great structured with an ideal back leg and perfect feet. He is still moderate in his kind and extremely powerful. His outcross dam offers one of the neatest pedigrees in our cowherd and has raised several good bulls herself. She will enter the donor program this winter. Here is a quality stud prospect that has the goods to work for the best of operations. Check him out!

## 34 RUBY RB CEO 8F43

BD: 9/18/18      ASA: 3561117      TATTOO: 8F43

- W/C EXECUTIVE ORDER 8543B
  - CDI CEO 281D**
  - HOOK'S BEYONCE 82B
  - OVAL F RINGLEADER R579
  - RUBYS EVA 221Z**
  - PVFS/MTV EVA 7028T
- BLACK
  - HOMOZYGOUS POLLED
  - PB SM
  - ADJ. BW: 85
  - ADJ. WW: 705



CDI CEO 281D - Sire of Lots 34 - 47

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.2	0.7	77.3	119.4	0.26	6.1	20.4	59	16
DOC	CW	YG	MARB	BF	REA	API	TI	
14.9	41	-0.47	0.17	-0.11	1.01	137.8	80	

## SIRE OF SIGNIFICANCE - CEO

**C**EO has established himself as a breed leading performance sire. They are, long bodied, stout made cattle that are very sound with great feet. CEO himself is a larger framed bull and several of his sons represent that in this sale. Here is a sire group that will add pounds to their progeny.

# THE CEO SIRE GROUP

Three stout made half brothers in these 3 fall bulls. Extra stoutness combined with great length, extension, and breed leading growth EPDs and terminal indexes. Here is a great chance to turn a group of similar pedigreed bulls out with your cows.



Lot 35

## 35 RUBYS CEO 8F47

BD: 9/18/18 ASA: 3561096 TATTOO: 8F47

W/C EXECUTIVE ORDER 8543B

**CDI CEO 281D**

HOOK'S BEYONCE 82B

PVFS RUBY MADDEN 126Y

**RUBYS REV ROSE 6D60**

FCC REVOLUTION ROSE 939W

• HOMOZYGOUS BLACK

• HOMOZYGOUS POLLED

• 3/4 SM 1/4 AN

• ADJ. BW: 83

• ADJ. WW: 698

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.3	0.7	78	124.8	0.29	2	24	63	12.8

DOC	CW	YG	MARB	BF	REA	API	TI
12.6	43.7	-0.36	0.22	-0.07	0.98	123.5	77.4



Lot 36

## 36 RUBYS CEO 8F78

BD: 10/8/18 ASA: 3561158 TATTOO: 8F78

W/C EXECUTIVE ORDER 8543B

**CDI CEO 281D**

HOOK'S BEYONCE 82B

S S INCENTIVE 9J17

**RUBYS DREAM GIRL 6D61**

426P

• HOMOZYGOUS BLACK

• HOMOZYGOUS POLLED

• 3/4 SM 1/4 AN

• ADJ. BW: 90

• ADJ. WW: 683

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
6.3	2.5	79.6	129.4	0.31	2.9	22	61.7	12.7

DOC	CW	YG	MARB	BF	REA	API	TI
14.2	55.3	-0.29	0.26	-0.07	0.96	117.5	75.9



Lot 37

## 37 RUBYS CEO 8F67

BD: 9/22/18 ASA: 3561104 TATTOO: 8F67

W/C EXECUTIVE ORDER 8543B

**CDI CEO 281D**

HOOK'S BEYONCE 82B

PVFS RUBY MADDEN 126Y

**RUBYS KIMBERLY 6D94**

RUBYS KIMBERLY 943W

• HOMOZYGOUS BLACK

• HOMOZYGOUS POLLED

• PB SM

• ADJ. BW: 90

• ADJ. WW: 621

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.7	1.8	73.1	113.3	0.25	1.8	23.2	59.7	13.4

DOC	CW	YG	MARB	BF	REA	API	TI
12.9	33.3	-0.54	0.17	-0.11	1.11	125.1	76.3

# THE CEO SIRE GROUP



*Lot 38*

This bull represents what the SimAngus craze is all about. He came small and absolutely exploded this summer. He is very eye appealing and athletic as well. You wont find a more balanced set of numbers as well. His young dam is earning a spot as one of our top Angus producers with just a few calves, and I think this is her best one yet. This bull is very versatile, and brings as much good to the table as any in the offering.

## 38 RUBYS CEO 905G

BD: 1/1/19 ASA: 3594888 TATTOO: 905G

W/C EXECUTIVE ORDER 8543B

**CDI CEO 281D**

HOOK'S BEYONCE 82B

O C C UNBELIEVABLE 851U

**RUBYS JUANADA 3187A**

FCC JUANADA 990W

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 82
- ADJ. WW: 799

## 39 RUBYS CEO 938G

BD: 1/6/19 ASA: 3594857 TATTOO: 938G

W/C EXECUTIVE ORDER 8543B

**CDI CEO 281D**

HOOK'S BEYONCE 82B

OVAL F RINGLEADER R579

**RUBYS MISS CLEO 240Z**

RUBYS MISS CLEO 964W

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 85
- ADJ. WW: 707

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12	0.3	82.9	128.5	0.29	2.2	21.3	62.7	11.6

DOC	CW	YG	MARB	BF	REA	API	TI
13.5	35.8	-0.23	0.33	-0.03	0.84	125.4	80.9

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.9	2.1	84.8	129.5	0.28	4.8	17.1	59.5	15.2

DOC	CW	YG	MARB	BF	REA	API	TI
11	40.4	-0.47	0.13	-0.10	1.06	131.4	81.2



*Lot 39*

From a pedigree standpoint, I think this is one of the most intriguing bulls in the offering, and when you view him in person, it really makes him that much more interesting. This CEO son is out of Turnpikes powerful dam. He is a more moderate CEO son and I think he is one of the biggest middled Purebred bulls I have been around. He's full of red meat, yet can get out and move and is very smooth made. Make sure you find this one on sale day, he is really unique!



*Lot 40*

A set of twin brothers in these next two bulls and they have to be identical. If you cut their tags out, I know I couldn't tell them apart. They are the most moderate of the CEO sired cattle in the sale, but don't give up anything in terms of performance and stoutness. They are huge bodied cattle with great dispositions. Their young dam was both he high REA and high IMF heifer of her calf crop. She had almost 8% IMF! If you can appreciate moderate framed cattle like we do, scoop up these two brothers and take them home, they will do someone lots of good.

## 40 RUBYS CEO 969G

BD: 1/25/19 ASA: 3594830 TATTOO: 969G

W/C EXECUTIVE ORDER 8543B

**CDI CEO 281D**

HOOK'S BEYONCE 82B

PVFS RUBY MADDEN 126Y

**RUBYS JUANADA 6130D**

FCC JUANADA 501U

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 72
- ADJ. WW: 630

## 41 RUBYS CEO 970G

BD: 1/25/19 ASA: 3594829 TATTOO: 970G

W/C EXECUTIVE ORDER 8543B

**CDI CEO 281D**

HOOK'S BEYONCE 82B

PVFS RUBY MADDEN 126Y

**RUBYS JUANADA 6130D**

FCC JUANADA 501U

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 69
- ADJ. WW: 639

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.4	1.2	73.5	114.5	0.26	2.1	21.7	58.4	11.8

DOC	CW	YG	MARB	BF	REA	API	TI
11.2	29.3	-0.37	0.43	-0.07	0.89	128.9	78.8

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.4	1.2	73.5	114.5	0.26	2.1	21.7	58.4	11.8

DOC	CW	YG	MARB	BF	REA	API	TI
11.2	29.3	-0.37	0.43	-0.07	0.89	128.9	78.8



*Lot 41*

## 42 RUBYS CEO 914G

BD: 1/1/19 ASA: 3594879 TATTOO: 914G

W/C EXECUTIVE ORDER 8543B

**CDI CEO 281D**

HOOK'S BEYONCE 82B

SVF STEEL FORCE S701

**FCC2 JUANADA B432**

FCC JUANADA 916T

- BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 75
- ADJ. WW: 645



*Lot 42*

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.6	-0.8	70.6	109	0.24	4.2	19	54.2	11.5

DOC	CW	YG	MARB	BF	REA	API	TI
11.6	33	-0.38	0.11	-0.07	0.97	116.6	71.5

Here is a bull that has absolutely exploded since weaning. He's as big and stout as any in the pen. His dam is a really beautiful Steel Force halfblood cow.

## 43 RUBYS CEO 915G

BD: 1/1/19 ASA: 3594878 TATTOO: 915G

W/C EXECUTIVE ORDER 8543B

**CDI CEO 281D**

HOOK'S BEYONCE 82B

PVFS RUBY MADDEN 126Y

**RUBYS MS TRAVELER 646D**

RUBYS MS TRAVELER 133Y

- BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 76
- ADJ. WW: 673



*Lot 43*

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.9	-0.9	70.4	108.8	0.24	5.8	24.5	59.6	14.3

DOC	CW	YG	MARB	BF	REA	API	TI
10.6	41.5	-0.44	0.23	-0.10	1	140.9	79.9

One of the highest API CEO sons and out of a cow family that has several generations working in our herd. Lots of meat and muscle in this one and a very balanced set of figures.

## 44 RUBYS CEO 981G

BD: 1/28/19 ASA: 3594820 TATTOO: 981G

W/C EXECUTIVE ORDER 8543B

**CDI CEO 281D**

HOOK'S BEYONCE 82B

SS EBONYS GRANDMASTER

**RUBYS EVA 312A**

PVFS/MTV EVA 7028T

- BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 102
- ADJ. WW: 674



*Lot 44*

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.3	2.4	70.5	109.8	0.25	3	22.3	57.5	18.3

DOC	CW	YG	MARB	BF	REA	API	TI
11.7	38.2	-0.47	0.21	-0.10	1.03	134	74.5

Another extra stout herd sire prospect here with extra rear end and quarter in him. The Eva cows make some really good bulls year in and year out.



Lot 45

## 45 RUBY NFF CEO 958G

BD: 1/12/19 ASA: 3594840 TATTOO: 958G

W/C EXECUTIVE ORDER 8543B  
**CDI CEO 281D**  
 HOOK'S BEYONCE 82B

3C LAVA L375-BZ  
**RUBY NFF RHYTHM W932**  
 RHYTHM 418P

- HOMOZYGOUS BLACK
- POLLED
- PB SM
- ADJ. BW: 102
- ADJ. WW: 736

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
1.4	4.6	85.9	132.1	0.29	0	16.2	59.1	16.9

DOC	CW	YG	MARB	BF	REA	API	TI
13.7	40.8	-0.56	0	-0.13	1.13	114.7	74.5

One of the largest framed bulls in the sale. This baldy bull goes back to a direct daughter of 418P. Huge growth numbers and with all our bulls, he was born unassisted. His numbers suggest he will work best on mature cows.

## 46 RUBY SWC CEO G953

BD: 3/5/19 ASA: 3624147 TATTOO: G953

W/C EXECUTIVE ORDER 8543B  
**CDI CEO 281D**  
 HOOK'S BEYONCE 82B

MR NLC UPGRADE U8676  
**SWC RUBY YETTI 143Y**  
 JM MISS OLIVIA-L36

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 93
- ADJ. WW: 657

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.2	0.7	75.8	118.8	0.27	5.1	21.2	59	11.7

DOC	CW	YG	MARB	BF	REA	API	TI
13.3	38.8	-0.51	-0.1	-0.12	1	113.3	72.8

## 47 RUBY SWC CEO G962

BD: 3/15/19 ASA: 3624163 TATTOO: G962

W/C EXECUTIVE ORDER 8543B  
**CDI CEO 281D**  
 HOOK'S BEYONCE 82B

MR NLC UPGRADE U8676  
**SWC RUBY YETTI 143Y**  
 JM MISS OLIVIA-L36

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 98
- ADJ. WW: 716

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.2	1	79.3	123.9	0.28	5.1	20.4	60	11.7

DOC	CW	YG	MARB	BF	REA	API	TI
7.9	41.8	-0.51	-0.1	-0.12	1.05	114.1	74.4

Two flush mates out of the great AI sire producer, Yetti. Here are some big framed, long bodied bulls that are built to cover lots of ground and add lots of pounds to their calves.



Lot 47



Ruby SWC Yetti E760 - Maternal Sister to Lots 46 & 47

# THE BATTLE CRY SIRE GROUP

Lot 48



9153G, and his flushmate brother 9106G on the next page, combine a superior sire and superior cow family. These brothers are a result of a retained flush from the heifer Kiersten Jass campaigned so successfully a couple years back. You won't find any cooler looking purebred bulls around, that I am confident. Super sound, super attractive, stout made brothers that have unlimited potential. These fellas have the ability to sire groups of females that will have people knocking down your door to get them. Take a long look here!



Ruby SWC Battle Cry 431B - Sire of Lots 48 - 62



Ruby NFF Rhythm 9115G - Full Sister to Lots 48 & 49

## 48 RUBY NFF BATTLE CRY 9153G

BD: 2/24/19      ASA: 3594754      TATTOO: 9153G

MR HOC BROKER

**RUBY SWC BATTLE CRY 431B**  
SWC RUBY YETTI 143Y

CNS PAYS TO DREAM T759

**RUBY NFF RHYTHM 4B1**  
RUBY NFF RHYTHM 2124Z

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 97
- ADJ. WW: 707

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.3	1.4	72.5	108.1	0.22	6.6	17.6	53.8	13.3
DOC	CW	YG	MARB	BF	REA	API	TI	
8.1	41.3	-0.41	-0.2	-0.12	0.78	108.1	66.4	

## SIRE OF SIGNIFICANCE - BATTLE CRY

Without a doubt, Battle Cry will go down as one, if not the most influential bull we have used in our program. He is the most consistent sire we have ever used, and we love what he brings to the table. At the end of the day, cattle are sold by the pound and by visual appraisal. Battle Cry sires cattle that excel in both of those facets. They are as good looking as any cattle we have had on the farm, and they are big growth cattle that are some of the heaviest of their contemporaries. His daughters are easy fleshing and very marketable. We haven't retained as many as I would like, but the ones we have kept are productive cows. If you have some plainer made cows that need dressed up, these bulls will do that. By these sons with confidence!

# THE BATTLE CRY SIRE GROUP

Lot 49



30

9106G, and his flushmate brother 9153G on the previous page, combine a superior sire and superior cow family. These brothers are a result of a retained flush from the heifer Kiersten Jass campaigned so successfully a couple years back. You won't find any cooler looking purebred bulls around, that I am confident. Super sound, super attractive, stout made brothers that have unlimited potential. These fellas have the ability to sire groups of females that will have people knocking down your door to get them. Take a long look here!

## 49 RUBY NFF BATTLE CRY 9106G

BD: 2/3/19 ASA: 3594796 TATTOO: 9106G

MR HOC BROKER

**RUBY SWC BATTLE CRY 431B**

SWC RUBY YETTI 143Y

CNS PAYS TO DREAM T759

**RUBY NFF RHYTHM 4B1**

RUBY NFF RHYTHM 2124Z

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 75
- ADJ. WW: 672

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.3	0.7	67.6	100.6	0.21	6.6	19.5	53.2	13.5

DOC	CW	YG	MARB	BF	REA	API	TI
7.7	39.7	-0.41	-0.2	-0.12	0.76	107.8	64.4



RUBY NFF Rhythm 4B1 - Dam of Lots 48 & 49

*You won't find any cooler looking purebred bulls around*

# THE BATTLE CRY SIRE GROUP

These next three brothers could have made a really competitive pen of 3 bulls in Denver. These fellas are long bodied, big boned, stout hipped, big bodied, and most importantly, are all backed by really, really good cows. All 3 have white stars on their heads and I'm sure will sire some of those sought after blaze faced females. Once again, they will sire those long bodied, heavy steer calves and also those sweet heifer calves that will demand a premium. Three big time bulls here we like a whole bunch.

## 50 RUBY NFF BATTLE CRY 961G

BD: 1/20/19 ASA: 3594837 TATTOO: 961G

MR HOC BROKER

**RUBY SWC BATTLE CRY 431B**  
SWC RUBY YETTI 143Y

RUBY NFF YUKON Y108  
**NFF CENTERFOLD B114**  
NFF BUILT RIGHT W082

- BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 95
- ADJ. WW: 665



Lot 50

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.6	1.6	71.2	102.5	0.2	6.1	16.8	52.4	17.4

DOC	CW	YG	MARB	BF	REA	API	TI
14.2	35.5	-0.4	-0.23	-0.12	0.67	114.2	64.2

## 51 RUBY NFF BATTLE CRY 9121G

BD: 2/6/19 ASA: 3594783 TATTOO: 9121G

MR HOC BROKER

**RUBY SWC BATTLE CRY 431B**  
SWC RUBY YETTI 143Y

RUBYS WIDE OPEN 909W  
**RUBY NFF RHYTHM A313**  
RHYTHM 418P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 98
- ADJ. WW: 767



Lot 51

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.9	3.2	80.9	119.3	0.24	3.8	16.4	56.8	16.9

DOC	CW	YG	MARB	BF	REA	API	TI
9.6	42.4	-0.39	-0.22	-0.11	0.76	109.4	67.8

## 52 RUBYS BATTLE CRY 999G

BD: 2/1/19 ASA: 3594803 TATTOO: 999G

MR HOC BROKER

**RUBY SWC BATTLE CRY 431B**  
SWC RUBY YETTI 143Y

SVF/NJC BUILT RIGHT N48  
**RUBYS RHYTHM Z224**  
RUBYS RHYTHM S647

- BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 88
- ADJ. WW: 636



Lot 52

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.5	1	63.5	90.9	0.17	7.1	20.9	52.6	16.4

DOC	CW	YG	MARB	BF	REA	API	TI
8.6	34.1	-0.41	-0.36	-0.12	0.63	103	57.4

# THE BATTLE CRY SIRE GROUP



*Lot 53*

Battle Cry on the 2124Z cow has been a magical mating. Several high selling females and really good bulls have been a result of this mating. These two high performing bulls are no exception. They are bigger framed bulls with extra extension, stoutness and eye appeal. Make sure you are the one taking them home!

## 53 RUBY NFF BATTLE CRY 940G

BD: 1/6/19 ASA: 3594856 TATTOO: 940G

MR HOC BROKER

**RUBY SWC BATTLE CRY 431B**  
SWC RUBY YETTI 143Y

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 99
- ADJ. WW: 839

AJE/PB MONTECITO 63W

**RUBY NFF RHYTHM 2124Z**  
RHYTHM 418P

## 54 RUBY NFF BATTLE CRY 942G

BD: 1/6/19 ASA: 3594854 TATTOO: 942G

MR HOC BROKER

**RUBY SWC BATTLE CRY 431B**  
SWC RUBY YETTI 143Y

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 95
- ADJ. WW: 667

AJE/PB MONTECITO 63W

**RUBY NFF RHYTHM 2124Z**  
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	0.8	68.3	103.5	0.22	6.9	19.9	54	15.6

DOC	CW	YG	MARB	BF	REA	API	TI
10.6	37.9	-0.39	-0.33	-0.12	0.66	106.2	61.5

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	0.8	67.7	102.6	0.22	6.9	20.1	53.8	15.6

DOC	CW	YG	MARB	BF	REA	API	TI
8.2	38.9	-0.39	-0.33	-0.12	0.67	106	61.2



*Lot 54*



*RUBY NFF Rhythm 2124Z*  
*Dam of Lots 53 & 54*



# THE BATTLE CRY SIRE GROUP



*Lot 55*

Here is one that easy to spot in the pen. Definitely one of the most attractive bulls in the offering. We have 3 generations this cow family working in our herd. Longevity is built in!

## 55 RUBYS BATTLE CRY 987G

BD: 1/29/19 ASA: 3594815 TATTOO: 987G

MR HOC BROKER

**RUBY SWC BATTLE CRY 431B**  
SWC RUBY YETTI 143Y

HTP SVF IN DEW TIME

**RUBYS JUANADA 4B34**  
F C C JUANADA 13Z

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 88
- ADJ. WW: 621

## 56 RUBYS BATTLE CRY 9131G

BD: 2/9/19 ASA: 3594773 TATTOO: 9131G

MR HOC BROKER

**RUBY SWC BATTLE CRY 431B**  
SWC RUBY YETTI 143Y

RUBYS WIDE OPEN 909W

**RUBYS RHYTHM 258Z**  
RUBYS RHYTHM U857

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 96
- ADJ. WW: 764

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.5	1	70.6	99	0.18	5.6	15.2	50.5	14.1

DOC	CW	YG	MARB	BF	REA	API	TI
9.7	34.4	-0.3	-0.12	-0.09	0.57	113.7	66.6

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11	2.3	80.4	114.2	0.21	5.7	13.6	53.7	14.5

DOC	CW	YG	MARB	BF	REA	API	TI
9	36.6	-0.4	-0.14	-0.12	0.67	113.5	70.5



*Lot 56*

I really like this bull. He's super complete and one that is really hard to fault. He's got a good look, big feet, big belly, stout backed and big butted. He's as easy going as they come and great to handle. He lost part of his tail in the polar vortex, but that won't affect his producing ability. Don't miss this bull, we like him a bunch.

# THE BATTLE CRY SIRE GROUP



*Lot 57*

If consistency is worth anything, then this bull has a fair amount of value. This bull is his dam's 3rd calf and all of them so far have been really good. This is her stoutest one to date. She has a calving interval of 354 days and was the first to calve this year.

## 57 RUBYS BATTLE CRY 948G

BD: 1/7/19 ASA: 3594848 TATTOO: 948G

MR HOC BROKER

**RUBY SWC BATTLE CRY 431B**  
SWC RUBY YETTI 143Y

RUBYS YUCATAN 160Y

**RAH 316C**

JM ISABELLA W2

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 91
- ADJ. WW: 610

## 58 RUBYS BATTLE CRY 941G

BD: 1/6/19 ASA: 3594855 TATTOO: 941G

MR HOC BROKER

**RUBY SWC BATTLE CRY 431B**  
SWC RUBY YETTI 143Y

PVF-BF BF26 BLACK JOKER

**RUBYS RHYTHM S647**

DOUBLE R SHESTHEONE K18

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 85
- ADJ. WW: 651

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.3	1.4	67.6	94.2	0.17	5.9	18.5	52.2	16.2

DOC	CW	YG	MARB	BF	REA	API	TI
6.7	34.2	-0.34	-0.13	-0.10	0.61	112.4	64.1

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.5	1.4	66.8	97.8	0.19	6.4	21.1	54.4	17

DOC	CW	YG	MARB	BF	REA	API	TI
11.3	35.3	-0.46	-0.42	-0.13	0.76	101.3	57.9



*Lot 58*

One of the longest, biggest framed bulls in the sale. If you like to creep your calves, this ones offspring's should handle some feed and still be green in appearance. Great set of feet and legs underneath him as well.

# THE BATTLE CRY SIRE GROUP

Two big, stout, attractive looking, 3/4 blood fall bulls here. I like both of these bulls a fair amount. Both offer a balanced set of numbers and I think the 8F1 bull would work well on heifers. 8F44 has had several very nice full sibs so you know there is consistency bred in. These strong aged bulls are ready for some work!

## 59 RUBYS BATTLE CRY 8F44

BD: 9/18/18 ASA: 3561100 TATTOO: 8F44

MR HOC BROKER  
**RUBY SWC BATTLE CRY 431B**  
 SWC RUBY YETTI 143Y

SILVEIRAS STYLE 9303  
**RUBYS CINDA 147Y**  
 PSF CINDA 3H

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 87
- ADJ. WW: 606



Lot 59

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.6	1.4	71.4	104.5	0.21	5.3	17.5	53.1	14.8

11.6	39.3	-0.24	-0.03	-0.08	0.48	107	64.2
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DOC	CW	YG	MARB	BF	REA	API	TI
11.6	39.3	-0.24	-0.03	-0.08	0.48	107	64.2

## 60 RUBYS BATTLE CRY 8F1

BD: 9/7/18 ASA: 3561132 TATTOO: 8F1

MR HOC BROKER  
**RUBY SWC BATTLE CRY 431B**  
 SWC RUBY YETTI 143Y

RUBYS YUCATAN 160Y  
**RUBYS 3170A**  
 G A R GRID MAKER N106

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 70
- ADJ. WW: 633



Lot 60

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.5	-1	71.7	102.5	0.19	8.3	18.6	54.4	15.2

9.5	34.5	-0.31	0.05	-0.08	0.65	122.3	70.4
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DOC	CW	YG	MARB	BF	REA	API	TI
9.5	34.5	-0.31	0.05	-0.08	0.65	122.3	70.4

## 61 RUBYS BATTLE CRY 9164G

BD: 2/28/19 ASA: 3594744 TATTOO: 9164G

MR HOC BROKER  
**RUBY SWC BATTLE CRY 431B**  
 SWC RUBY YETTI 143Y

ANKONIAN WERNER WILD FIRE 96  
**PF EISA ERICA 2479**  
 CIRCLE S EISA ERICA 4177

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 92
- ADJ. WW: 614



Lot 61

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.5	0.5	65.1	95.2	0.19	7.9	18.2	50.7	12.5

9.6	39	-0.12	0.15	-0.04	0.5	114.7	65.9
-----	----	-------	------	-------	-----	-------	------

DOC	CW	YG	MARB	BF	REA	API	TI
9.6	39	-0.12	0.15	-0.04	0.5	114.7	65.9

The only Battle Cry halfblood bull in the sale. Very attractive, high CE EPD bull out of a very productive Wildfire cow.

# THE PAY DIRT SIRE GROUP



CCR Pay Dirt 2340C - Sire of Lots 62 & 63



Ruby SWC Yetti G957 - Full Sister to Lots 62 & 63



Ruby SWC Yetti 9125G  
Maternal Sister to Lots 62 & 63



36

These two flush mates are the result of one of the most successful flushes here to date. We have sold two heifer sibs and they found their way to reputable breeders herds of Swain Select Simmentals and Moriondo Farms. The consistency of these two brothers is what you hope for in a flush. They are great at the ground with great feet shape and size. They are attractive, stout made, big bodied, athletic bulls that combine phenotype with a very balanced and performance oriented EPD profile. They are direct sons of the Yetti 143Y cow that is as good of herd bull producing cow as any in the breed. They are 3/4 blood Simmentals, but are strongly Angus influenced in their features. If you have always used Angus bulls and been on the fence about jumping on board the Simmental train, these would be a great place to start. These are the kind of bulls than can go to work anywhere.

## 62 RUBY SWC PAYDIRT 8F56

BD: 9/28/18 ASA: 3561139 TATTOO: 8F56

- |                            |                     |
|----------------------------|---------------------|
| BASIN PAYWEIGHT 1682       | • HOMOZYGOUS BLACK  |
| <b>CCR PAY DIRT 2340C</b>  | • HOMOZYGOUS POLLED |
| CCR MS SINGLETARY 2340Z    | • 3/4 SM 1/4 AN     |
| MR NLC UPGRADE U8676       | • ADJ. BW: 78       |
| <b>SWC RUBY YETTI 143Y</b> | • ADJ. WW: 688      |
| JM MISS OLIVIA-L36         |                     |

## 63 RUBY SWC PAYDIRT 8F32

BD: 9/17/18 ASA: 3561122 TATTOO: 8F32

- |                            |                     |
|----------------------------|---------------------|
| BASIN PAYWEIGHT 1682       | • HOMOZYGOUS BLACK  |
| <b>CCR PAY DIRT 2340C</b>  | • HOMOZYGOUS POLLED |
| CCR MS SINGLETARY 2340Z    | • 3/4 SM 1/4 AN     |
| MR NLC UPGRADE U8676       | • ADJ. BW: 81       |
| <b>SWC RUBY YETTI 143Y</b> | • ADJ. WW: 693      |
| JM MISS OLIVIA-L36         |                     |

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	1.5	86.3	134.5	0.3	7.8	20.8	63.9	11.8
DOC	CW	YG	MARB	BF	REA	API	TI	
13.5	39.3	-0.35	0.18	-0.06	0.98	123.3	80.2	

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	1.5	86.3	133.3	0.29	7.8	20.6	63.7	11.8
DOC	CW	YG	MARB	BF	REA	API	TI	
8.1	61.5	-0.15	0.14	-0.07	0.6	119.3	78	

FUNCTIONAL, PREDICTABLE, PROFITABLE



THE BULL SALE

# THE SILVEIRAS STYLE SIRE GROUP

Looking to make some females? Start right here. These Style sons are all grandsons of the great 418P, a cow that will forever leave her mark on our operation. These 3 bulls are cool looking, deep sided, smooth made, and sound as cats. They are stouter than your average Style sired progeny as well. They have all had full sisters that are high quality and the 8F6 bulls full sister won the percentage show at the Western Regional. All indicators point to the national cowherd looking to expand in a couple of years with all the heifers that have went to town. These bulls are the kind that can produce those bred heifers that will command a premium. Take a good look at these maternal giants.



Silveiras Style 9303 - Sire of Lots 64 - 66



Ruby NFF Rhythm G144 - Full Sister to Lots 65 & 66

## 64 RUBYS STYLE 8F6

BD: 9/10/18 ASA: 3561163 TATTOO: 8F6

GAMBLES HOT ROD  
**SILVEIRAS STYLE 9303**  
 SILVEIRAS ELBA 2520  
 HTP SVF IN DEW TIME  
**RUBY NFF RHYTHM 012X**  
 RHYTHM 418P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 68
- ADJ. WW: 600



Lot 64

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.1	1	58.7	88.3	0.19	7.2	14.9	44.2	16.9

DOC	CW	YG	MARB	BF	REA	API	TI
11.7	16.2	-0.14	0.3	-0.03	0.33	127	64.9

## 65 RUBY NFF STYLE G463

BD: 2/7/19 ASA: 3608817 TATTOO: G463

GAMBLES HOT ROD  
**SILVEIRAS STYLE 9303**  
 SILVEIRAS ELBA 2520  
 SVF/NJC BUILT RIGHT N48  
**RUBY NFF RHYTHM Y106**  
 RHYTHM 418P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 81
- ADJ. WW: 759



Lot 65

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.9	1.3	56.7	85.8	0.18	6.9	19.5	47.8	17.8

DOC	CW	YG	MARB	BF	REA	API	TI
10.3	16.8	-0.14	0.25	-0.03	0.32	122.6	62.4

## 66 RUBY NFF STYLE G476

BD: 2/8/19 ASA: 3608818 TATTOO: G476

GAMBLES HOT ROD  
**SILVEIRAS STYLE 9303**  
 SILVEIRAS ELBA 2520  
 SVF/NJC BUILT RIGHT N48  
**RUBY NFF RHYTHM Y106**  
 RHYTHM 418P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 83
- ADJ. WW: 773



Lot 66

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.9	1.3	56	84.9	0.18	6.9	19.7	47.6	17.8

DOC	CW	YG	MARB	BF	REA	API	TI
10.3	16.2	-0.14	0.25	-0.03	0.32	122.5	62.1

# THE GENTLEMAN'S JACK SIRE GROUP

The Gentleman Jack bull himself was a past sale topper through this very ring, and we have been impressed with the quality of his offspring. They start small, and are a bit later maturing and now that we know that, we will have several more for next years sale. These bulls are all cut out of the same cloth. They are smooth made, big bodied bulls that have that extra eye appeal that adds value however you market your calves. We love the feet on these Gentleman Jacks as well. The 952G bull had a poorer recip cow and had a rough start, but if you can look past that, we hope you can see a high quality, baldy purebred bull that is as neat made as any in the sale.



Ruby/SWC Gentleman's Jack - Sire of Lots 67 - 69



Rubys Magnetic Lady 328A - Dam of Lot 69



Lot 67

## 67 RUBYS JACK 8F51

BD: 9/18/18 ASA: 3561111 TATTOO: 8F51

TLLC ONE EYED JACK  
**RUBY/SWC GENTLEMAN'S JACK**  
 SWC RUBY YETTI 143Y

O C C LINEBRED 661L  
**FCC REVOLUTION ROSE 939W**  
 FCC REVOLUTION ROSE 858S

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 82
- ADJ. WW: 642

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.2	-0.8	62.4	98.5	0.23	4.4	20.8	51.9	12

DOC	CW	YG	MARB	BF	REA	API	TI
12	37	-0.07	0.19	-0.02	0.44	122.1	67.8



Lot 68

## 68 RUBYS JACK 8F66

BD: 9/25/18 ASA: 3561136 TATTOO: 8F66

TLLC ONE EYED JACK  
**RUBY/SWC GENTLEMAN'S JACK**  
 SWC RUBY YETTI 143Y

RUBY NFF EXCALIBUR 002X  
**FCC2 JUANADA 245Z**  
 FCC JUANADA 852S

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 91
- ADJ. WW: 616

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	1.4	66.4	104.7	0.24	3.7	17.6	50.8	13.5

DOC	CW	YG	MARB	BF	REA	API	TI
10.3	40.1	-0.24	0.08	-0.06	0.67	112.6	64.9



Lot 69

## 69 RUBY BRUP JACK 952G

BD: 1/9/19 ASA: 3594845 TATTOO: 952G

TLLC ONE EYED JACK  
**RUBY/SWC GENTLEMAN'S JACK**  
 SWC RUBY YETTI 143Y

SS/PRS HIGH VOLTAGE 244X  
**RUBYS MAGNETIC LADY 328A**  
 SVF NJC MAGNETIC LDY M25

- BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 98
- ADJ. WW: 563

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.7	0	56.8	80.4	0.15	6.7	23.3	51.6	11.3

DOC	CW	YG	MARB	BF	REA	API	TI
9.3	30.2	-0.49	0.04	-0.13	0.79	117.5	65.6

Lot 70



Here is a full brother to the high seller from last years bull sale. This baldy full brother is one that excels in look and presence. His structure is spot on and is an individual that is very unique and hard to poke a hole in. Backed by the 2124Z cow, imagine what the females will look like out of him. This one has been pretty special from the beginning, make sure you find him!

## 70 RUBY NFF PTB 929G

BD: 2/19/19      ASA: 3594866      TATTOO: 929G

CNS PAYS TO DREAM T759  
**LLSF PAYS TO BELIEVE ZU194**  
 LLSF URABABYDOLL U194

AJE/PB MONTECITO 63W  
**RUBY NFF RHYTHM 2124Z**  
 RHYTHM 418P

- HOMOZYGOUS BLACK
- POLLED
- PB SM
- ADJ. BW: 75
- ADJ. WW: 845



*LLSF Pays To Believe ZU194 - Sire of Lots 70 - 73*



*Ruby NFF Justified 883F - Full Brother to Lot 70*

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.5	1.3	59.3	93.1	0.21	5.6	21	50.6	12.4
DOC	CW	YG	MARB	BF	REA	API	TI	
6.7	30.8	-0.38	-0.09	-0.10	0.72	106.8	61.5	

*Here is a full brother to the high seller from last years bull sale.*

# THE PAYS TO BELIEVE SIRE GROUP



Lot 71

## 71 RUBY NFF PTD 8F42

BD: 9/18/18 ASA: 3561107 TATTOO: 8F42

CNS DREAM ON L186  
**CNS PAYS TO DREAM T759**  
 MLF BL JESSIE K336

AJE/PB MONTECITO 63W  
**RUBY NFF RHYTHM 2123Z**  
 RHYTHM 418P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 83
- ADJ. WW: 581

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.6	1.9	60.2	97.9	0.24	7.1	17.8	47.8	13.8

DOC	CW	YG	MARB	BF	REA	API	TI
12	34.1	-0.41	-0.02	-0.10	0.83	114	63.3

A full brother to several high selling females over the years. His dam, 2123Z is a full sister to the great 2124Z and although we haven't propagated her as much, is still just as potent as her famous sister. Here is a cool looking, big boned bull with extra stoutness and length of body. Lots of genetic power bred in here.



Lot 72

## 72 RUBYS PTD 8F21

BD: 9/16/18 ASA: 3561106 TATTOO: 8F21

CNS DREAM ON L186  
**CNS PAYS TO DREAM T759**  
 MLF BL JESSIE K336

RUBY SWC BATTLE CRY 431B  
**RUBYS ROSETTA 6D11**  
 KJB ROSETTA 980T

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 84
- ADJ. WW: 654

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.5	0.6	66.1	101.1	0.22	7.3	18.7	51.7	11.6

DOC	CW	YG	MARB	BF	REA	API	TI
9.1	29	-0.28	0.18	-0.06	0.71	115.3	68.2

A Pays to Dream son out of a Battle Cry first calf heifer. Smooth made bull with a balanced EPD profile.



Lot 73

## 73 RUBY NFF PTD 9127G

BD: 2/9/19 ASA: 3594777 TATTOO: 9127G

CNS DREAM ON L186  
**CNS PAYS TO DREAM T759**  
 MLF BL JESSIE K336

SVF/NJC BUILT RIGHT N48  
**RUBY NFF RHYTHM Y106**  
 RHYTHM 418P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 88
- ADJ. WW: 687

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10	2	59.5	92	0.2	6.9	20.8	50.5	16

DOC	CW	YG	MARB	BF	REA	API	TI
11	28.5	-0.43	0.04	-0.11	0.78	119.5	64.2

The Pays to Dream females have worked for herds across the country. Here is another bull with great maternal breeding that can make some awesome replacement females. The Y106 is a Built Right out of the great 418P. Put this soft made, loosely constructed baldy bull to work in your herd.

# THE NIGHT WATCH SIRE GROUP



*Lot 74*

Two great Rhythm 418P family members here. They are full brothers in blood out of Night Watch and Relentless x 418P first calf heifers. I really love the design and pattern of these bulls. They are very attractive made, moderate in their design, big footed, big legged, and have lots of natural stoutness to them. I think they will both work well on heifers as well. Combine a shot of Rhythm, and two shots of 8543U, and you've got some good stuff. Take a look at this impressive pair of bulls.

## 74 RUBYS NIGHT WATCH 978G

BD: 1/26/19 ASA: 3594822 TATTOO: 978G

CCR ANCHOR 9071B  
**W/C NIGHT WATCH 84E**  
 MISS WERNING KP 8543U

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 88
- ADJ. WW: 719

W/C RELENTLESS 32C  
**RUBY NFF RHYTHM E047**  
 RUBY/NFF RHYTHM Z070

## 75 RUBYS NIGHT WATCH 986G

BD: 1/28/19 ASA: 3594816 TATTOO: 986G

CCR ANCHOR 9071B  
**W/C NIGHT WATCH 84E**  
 MISS WERNING KP 8543U

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 83
- ADJ. WW: 681

W/C RELENTLESS 32C  
**RUBY NFF RHYTHM E061**  
 RUBY/NFF RHYTHM Z070

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.4	0.5	73.1	101.3	0.18	7.9	23.4	59.8	16.6
DOC	CW	YG	MARB	BF	REA	API	TI	
13.8	23.6	-0.37	0.18	-0.06	0.87	139.7	77.6	

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.3	-0.2	68.8	94.8	0.16	8.3	24.1	58.4	16.6
DOC	CW	YG	MARB	BF	REA	API	TI	
12.6	21.3	-0.37	0.18	-0.06	0.84	140.3	75.9	



*Lot 75*



W/C Night Watch 84E  
 Sire of Lots 74 & 75

# THE YEARLING BULLS



Lot 76

The lone Profit son in the sale and he is a good one. His dam was successfully shown by Tyler Loudon and has entered the donor lineup for both our programs. We expect big things from her in the future. This son is as square made as you can make one, huge bodied, and very attractive. Here is a bull that will add pounds and leave you some awesome females.

## 76 TLLC PROFIT G2

BD: 3/12/19 ASA: 3667082 TATTOO: G2

WS PILGRIM H182U  
**PROFIT**  
 WAGR PANARAMA 204Z  
 JF RANCHER 222Z  
**RUBYS KIMBERLY 6D25**  
 RUBYS KIMBERLY 3176A

- BLACK
- POLLED
- PB SM
- ADJ. BW: 87
- ADJ. WW: -

## 77 RUBYS CASH FLOW 9210G

BD: 3/24/19 ASA: 3594703 TATTOO: 9210G

BCLR CASH FLOW C820  
**MR NLC CASH FLOW 7125E**  
 MS NLC 144Y 4122B  
 O C C PRIORITY 882P  
**KJB JUANADA 548U**  
 FCC JUANADA 961P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 83
- ADJ. WW: 751

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.4	3.2	67.9	97.3	0.18	3	24.8	58.6	14.1

DOC	CW	YG	MARB	BF	REA	API	TI
6	31.1	-0.41	0.08	-0.1	0.8	115.4	68.3

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.7	-0.8	64.1	101.4	0.23	4.6	21.7	53.7	15.8

DOC	CW	YG	MARB	BF	REA	API	TI
12.3	21.6	-0.12	0.31	0.02	0.67	135.3	72



Lot 77

We are tremendously excited about the sire of this bull. We purchased him from the NLC Ranch in South Dakota and he has done an outstanding job. This bull is a great representation of his calves. They come easy, are stout made, sensible in their frame size, and have lots of growth. Once again, we love the feet and legs in his offspring. This is one of the youngest in the offering, but when you walk through the group you would never know. If you want a real good halfblood bull, here he is.

# THE YEARLING BULLS



*Lot 78*

Two great Rhythm 418P family members here. They are full brothers in blood out of Night Watch and Relentless x 418P first calf heifers. I really love the design and pattern of these bulls. They are very attractive made, moderate in their design, big footed, big legged, and have lots of natural stoutness to them. I think they will both work well on heifers as well. Combine a shot of Rhythm, and two shots of 8543U, and you've got some good stuff. Take a look at this impressive pair of bulls.

## 78 RUBY NFF CASH FLOW 9212G

BD: 3/26/19 ASA: 3594701 TATTOO: 9212G

BCLR CASH FLOW C820  
MR NLC CASH FLOW 7125E  
MS NLC 144Y 4122B

HOOVER DAM  
A & B LASS 2250  
A & B LASS 0237

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 81
- ADJ. WW: 710

## 79 RUBYS ABSOLUT 9174G

BD: 3/4/19 ASA: 3594734 TATTOO: 9174G

SS/PRS HIGH VOLTAGE 244X  
RUBYS ABSOLUT 317A  
SVF NJC MAGNETIC LDY M25

RUBYS YUCATAN 160Y  
RUBYS REV ROSE 4B27  
FCC REVOLUTION ROSE 933W

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 74
- ADJ. WW: 705

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.4	-1.9	64.2	103.9	0.25	9.9	22.5	54.5	14.7
DOC	CW	YG	MARB	BF	REA	API	TI	
13.1	42.1	-0.15	0.59	-0.01	0.85	154.9	81.2	

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.5	1.5	60.3	82.1	0.14	3.2	25.2	55.3	14.9
DOC	CW	YG	MARB	BF	REA	API	TI	
7.7	26.3	-0.34	0.06	-0.09	0.57	104.7	60.3	



*Lot 79*

One of the last Absolut sons to sell. He has the length of body, frame, and soundness that made the Absolut's so popular over the years.



Rubys Absolut 317A  
Sire of Lot 79

# THE BRED HEIFERS

## LOT 80 RUBY SWC YETTI F866

DOB: 3/14/18

Reg: 3464998

ID: F866

Breed: PB SM

Homozygous Polled

Homozygous Black

Sire: CDI CEO 281D

Dam: SWC RUBY YETTI 143Y

MGS: MR NLC UPGRADE U8676

CE: 10.3 BW: 1.4 WW: 82.6 YW: 131.6 ADG: 0.31 MCE: 5.3 MILK: 20 MWW: 61.2 STAY: 11.7 DOC: 12.6 CW: 52.8 YG: -0.48 MARB: -0.11  
 BF: -0.126 REA: 1.06 API: 114.5 TI: 75.6

*AI Bred 5/3/19 to Hook's Encore 65E (ASA: 3253795)*

## LOT 81 RUBY SWC YETTI 873F

DOB: 1/25/18

Reg: 3465046

ID: 873F

Breed: PB SM

Homozygous Polled

Homozygous Black

Sire: CLRS AFTER SHOCK 604 A

Dam: SWC RUBY YETTI 143Y

MGS: MR NLC UPGRADE U8676

CE: 14.3 BW: -0.7 WW: 63.7 YW: 93.1 ADG: 0.18 MCE: 7 MILK: 17.9 MWW: 49.7 STAY: 14.3 DOC: 12.5 CW: 29.9 YG: -0.39 MARB: -0.1  
 BF: -0.115 REA: 0.58 API: 119.2 TI: 66.3

*AI Bred 4/24/19 to Oval F Echo E709 (ASA: 3237099)*

## LOT 82 RUBYS MAGNETIC LADY 8175F

DOB: 3/8/18

Reg: 3669612

ID: 8175F

Breed: PB SM

Homozygous Polled

Black

Sire: RUBY SWC BATTLE CRY 431B

Dam: RUBYS MAGNETIC LADY 328A

MGS: SS/PRS HIGH VOLTAGE 244X

CE: 13.2 BW: 0.5 WW: 70.4 YW: 94.4 ADG: 0.15 MCE: 7.1 MILK: 18.6 MWW: 53.8 STAY: 11.1 DOC: 6.6 CW: 38.4 YG: -0.47 MARB: -0.11  
 BF: -0.14 REA: 0.76 API: 110.2 TI: 68.4

*AI Bred 6/20/19 to Ruby C-D All Around 534E (ASA: 3467634)*

## LOT 83 RUBYS LINDA F862

DOB: 3/5/18

Reg: 3465010

ID: F862

Breed: PB SM

Homozygous Polled

Homozygous Black

Sire: CDI CEO 281D

Dam: RUBYS LINDA 341A

MGS: PVFS RUBY MADDEN 126Y

CE: 12.6 BW: -0.3 WW: 68.3 YW: 113.5 ADG: 0.28 MCE: 5.1 MILK: 28.5 MWW: 62.6 STAY: 13.6 DOC: 11.9 CW: 39.1 YG: -0.56 MARB: 0.1  
 BF: -0.11 REA: 1.26 API: 131.6 TI: 76.2

*AI Bred 5/17/19 to Hook's Encore 65E (ASA: 3253795)*

## LOT 84 RUBYS LINDA F853

DOB: 3/1/18

Reg: 3465027

ID: F853

Breed: PB SM

Homozygous Polled

Homozygous Black

Sire: CDI CEO 281D

Dam: RUBYS LINDA 341A

MGS: PVFS RUBY MADDEN 126Y

CE: 12.6 BW: 0.1 WW: 74.8 YW: 114.4 ADG: 0.25 MCE: 5.1 MILK: 25.6 MWW: 62.9 STAY: 13.6 DOC: 11.9 CW: 40.7 YG: -0.54 MARB: 0.24  
 BF: -0.107 REA: 1.25 API: 138.9 TI: 82

*AI Bred 7/21/19 to Ruby C-D All Around 534E (ASA: 3467634)*

## LOT 85 RUBY NFF LASS 8180F

DOB: 3/13/18

Reg: 3464946

ID: 8180F

Breed: 1/2 SM 1/2 AN

Polled

Black

Sire: RUBY SWC BADLANDS 462B

Dam: A & B LASS 2250

MGS: HOOVER DAM

CE: 15.9 BW: -0.5 WW: 58.4 YW: 97.1 ADG: 0.24 MCE: 9.6 MILK: 22.5 MWW: 51.6 STAY: 13.1 DOC: 9.5 CW: 41.4 YG: -0.16 MARB: 0.39  
 BF: -0.033 REA: 0.67 API: 134.4 TI: 71.1

*AI Bred 6/25/19 to Ruby C-D All Around 534E (ASA: 3467634)*



Lot 80



Lot 82

# THE BRED HEIFERS

## LOT 86 RUBYS JUANADA 8156F

DOB: 2/26/18

Reg: 3464929

ID: 8156F

Breed: 3/4 SM 1/4 AN

Polled

Black

Sire: RUBY SWC BADLANDS 462B

Dam: RUBYS JUANADA 411B

MGS: RUBYS YUCATAN 160Y

CE: 12.9 BW: 0.5 WW: 58.8 YW: 86.1 ADG: 0.17 MCE: 6.3 MILK: 21.8 MWW: 51.2 STAY: 19 DOC: 8.5 CW: 15 YG: -0.38 MARB: 0.08  
 BF: -0.063 REA: 0.77 API: 122.7 TI: 62.2

*AI Bred 7/1/19 to Ruby C-D All Around 534E (ASA: 3467634).*

## LOT 87 RUBY NFF RHYTHM 8163F

DOB: 3/3/18

Reg: 3464953

ID: 8163F

Breed: PB SM

Polled

Red

Sire: RUBYS ABSOLUT 317A

Dam: RUBY NFF RHYTHM 287Z

MGS: SVF STEEL FORCE S701

CE: 9.4 BW: 2 WW: 59.3 YW: 84.9 ADG: 0.16 MCE: 4.6 MILK: 19.8 MWW: 49.4 STAY: 14.2 DOC: 8.7 CW: 31.2 YG: -0.44 MARB: -0.35  
 BF: -0.131 REA: 0.65 API: 92.3 TI: 53.7

*AI Bred 7/11/19 to Ruby C-D All Around 534E (ASA: 3467634).*

## LOT 88 RUBYS RHYTHM 8208F

DOB: 4/7/18

Reg: 3464911

ID: 8208F

Breed: PB SM

Polled

Black

Sire: RUBY SWC BADLANDS 462B

Dam: RUBYS RHYTHM X0405

MGS: HTP SVF IN DEW TIME

CE: 12.2 BW: 1.7 WW: 51.6 YW: 82.9 ADG: 0.2 MCE: 6.3 MILK: 19.7 MWW: 45.4 STAY: 15.8 DOC: 12.6 CW: 23.2 YG: -0.4 MARB: -0.22  
 BF: -0.112 REA: 0.55 API: 105.7 TI: 53.7

*AI Bred 7/21/19 to Ruby C-D All Around 534E (ASA: 3467634).*

## LOT 89 RUBY NFF RHYTHM 855F

DOB: 1/10/18

Reg: 3464959

ID: 855F

Breed: PB SM

Homozygous Polled

Homozygous Black

Sire: CNS PAYS TO DREAM T759

Dam: RUBY NFF RHYTHM 2124Z

MGS: AJE/PB MONTECITO 63W

CE: 12.7 BW: 0.8 WW: 52.9 YW: 89.5 ADG: 0.23 MCE: 8.2 MILK: 22.3 MWW: 48.7 STAY: 14 DOC: 9.2 CW: 29.9 YG: -0.39 MARB: -0.11  
 BF: -0.107 REA: 0.66 API: 111.5 TI: 58.8

*AI Bred 5/25/19 to Ruby SWC Battle Cry 431B (ASA: 2871257).*

## LOT 90 RUBYS RHYTHM 8202F

DOB: 4/5/18

Reg: 3464983

ID: 8202F

Breed: PB SM

Homozygous Polled

Black

Sire: RUBYS UNO MAS 5C7

Dam: RUBYS RHYTHM 657D

MGS: PVFS RUBY MADDEN 126Y

CE: 13.4 BW: -0.4 WW: 52.7 YW: 73.4 ADG: 0.13 MCE: 5.4 MILK: 25.1 MWW: 51.4 STAY: 15.6 DOC: 9.9 CW: 17.2 YG: -0.45 MARB: 0.38  
 BF: -0.115 REA: 0.61 API: 141.6 TI: 71.8

*AI Bred 6/26/19 to Ruby C-D All Around 534E (ASA: 3467634).*

## LOT 91 RUBYS RHYTHM 8197F

DOB: 4/1/18

Reg: 3465097

ID: 8197F

Breed: PB SM

Polled

Black

Sire: RUBY SWC BADLANDS 462B

Dam: RUBY NFF RHYTHM 012X

MGS: HTP SVF IN DEW TIME

CE: 10.9 BW: 1.1 WW: 46.9 YW: 72.8 ADG: 0.16 MCE: 5.5 MILK: 19.7 MWW: 43.1 STAY: 16.8 DOC: 9.9 CW: 21.2 YG: -0.37 MARB: -0.22  
 BF: -0.113 REA: 0.44 API: 104.3 TI: 50.9

*AI Bred 7/6/19 to Ruby C-D All Around 534E (ASA: 3467634).*



Lot 83



Lot 84

# THE BRED HEIFERS

## LOT 92 RUBYS KAYE 8178F

DOB: 3/12/18 Reg: 3464969 ID: 8178F Breed: 1/2 SM 1/2 AN Polled Black  
 Sire: RUBY NFF INCENTIVE 307A Dam: RUBYS KAYE 615D MGS: S A V FINAL ANSWER 0035

CE: 15.4 BW: -2.6 WW: 42.9 YW: 60.3 ADG: 0.11 MCE: 9.8 MILK: 26.4 MWW: 47.8 STAY: 15.9 DOC: 14.6 CW: 11.5 YG: -0.12 MARB: 0.37  
 BF: -0.02 REA: 0.26 API: 132.9 TI: 62.8  
*AI Bred 4/24/19 to Oval F Echo E709 (ASA: 3237099).*

## LOT 93 RUBY INCENTIVE 8203F

DOB: 4/2/18 Reg: 3465098 ID: 8203F Breed: 1/2 SM 1/2 AN Polled Black  
 Sire: RUBY NFF INCENTIVE 307A Dam: RUBY NFF LASS 6168D MGS: PVFS RUBY MADDEN 126Y

CE: 17.2 BW: -2.7 WW: 46.3 YW: 68.9 ADG: 0.14 MCE: 8.8 MILK: 28.2 MWW: 51.3 STAY: 13.2 DOC: 11.7 CW: 19.9 YG: -0.02 MARB: 0.61  
 BF: -0.017 REA: 0.07 API: 144.4 TI: 71  
*AI Bred 4/24/19 to Oval F Echo E709 (ASA: 3237099).*

## LOT 94 RUBYS ACACIA 8158F

DOB: 2/28/18 Reg: 3465019 ID: 8158F Breed: PB SM Polled Black  
 Sire: RUBYS ABSOLUT 317A Dam: RUBYS ACACIA 305A MGS: SS EBONYS GRANDMASTER

CE: 10.2 BW: 1.3 WW: 55.8 YW: 78.9 ADG: 0.14 MCE: 4.6 MILK: 24.4 MWW: 52.3 STAY: 16.2 DOC: 6.8 CW: 34.7 YG: -0.4 MARB: -0.08  
 BF: -0.116 REA: 0.66 API: 111.5 TI: 59.4  
*AI Bred 5/3/19 to Oval F Echo E709 (ASA: 3237099).*

## LOT 95 RUBYS LADY LUCK 7E26

DOB: 9/16/17 Reg: 3401315 ID: 7E26 Breed: PB SM Polled Homozygous Black  
 Sire: CLRS AFTER SHOCK 604 A Dam: RUBYS LADY LUCK 360A MGS: SS EBONYS GRANDMASTER

CE: 10.4 BW: 2.2 WW: 69.6 YW: 100.9 ADG: 0.2 MCE: 4.4 MILK: 17.8 MWW: 52.6 STAY: 19.2 DOC: 13.6 CW: 37.2 YG: -0.38 MARB: 0.07  
 BF: -0.096 REA: 0.8 API: 130.3 TI: 69.9  
*AI Bred 5/22/19 to Oval F Echo E709 (ASA: 3237099).*

## LOT 96 RUBYS LADYLUCK 8190F

DOB: 3/20/18 Reg: 3465096 ID: 8190F Breed: PB SM Polled Black  
 Sire: RUBYS ABSOLUT 317A Dam: PVFS INV. LADYLUCK 827U MGS: TRIPLE C INVASION R47K

CE: 8.2 BW: 2.3 WW: 61.5 YW: 84 ADG: 0.14 MCE: 4.8 MILK: 22.9 MWW: 53.6 STAY: 15.9 DOC: 11.1 CW: 33.9 YG: -0.45 MARB: -0.11  
 BF: -0.135 REA: 0.66 API: 106.9 TI: 60.5  
*AI Bred 5/22/19 to Oval F Echo E709 (ASA: 3237099).*

## LOT 97 RUBYS KAYE 7E100

DOB: 11/3/17 Reg: 3401361 ID: 7E100 Breed: PB SM Polled Homozygous Black  
 Sire: WFB EXCITE DOES IT RIGHT Dam: RUBYS KAYE 906W MGS: TNT EVER READY R232

CE: 8.3 BW: 2.6 WW: 60.4 YW: 84.7 ADG: 0.15 MCE: 3.5 MILK: 20.6 MWW: 50.7 STAY: 18 DOC: 16.2 CW: 26.1 YG: -0.49 MARB: -0.07  
 BF: -0.115 REA: 0.84 API: 112.8 TI: 60.5  
*AI Bred 6/10/19 to Ruby C-D All Around 534E (ASA: 3467634).*



Lot 85



Lot 86

# THE BRED HEIFERS

## LOT 98 RUBYS JUANADA 8113F

DOB: 2/4/18

Reg: 3465003

ID: 8113F

Breed: 3/4 SM 1/4 AN

Polled

Black

Sire: CDI CEO 281D

Dam: RUBYS JUANADA 6130D

MGS: PVFS RUBY MADDEN 126Y

CE: 9.8 BW: 0.4 WW: 69.3 YW: 107.7 ADG: 0.24 MCE: 2.6 MILK: 24.6 MWW: 59.2 STAY: 12.5 DOC: 11 CW: 27.6 YG: -0.37 MARB: 0.4  
 BF: -0.066 REA: 0.87 API: 128.4 TI: 76.6

*AI Bred 6/20/19 to Ruby C-D All Around 534E (ASA: 3467634).*

## LOT 99 RUBYS MISS CLEO 8153F

DOB: 2/23/18

Reg: 3464977

ID: 8153F

Breed: PB SM

Homozygous Polled

Black

Sire: RUBY SWC BATTLE CRY 431B

Dam: RUBYS MISS CLEO 207Z

MGS: RUBY NFF EXCALIBUR 002X

CE: 8.8 BW: 2.9 WW: 69.4 YW: 95.7 ADG: 0.16 MCE: 4.2 MILK: 15.7 MWW: 50.3 STAY: 15.8 DOC: 2.4 CW: 35.7 YG: -0.34 MARB: -0.28  
 BF: -0.107 REA: 0.55 API: 99.2 TI: 58.9

*AI Bred 6/25/19 to Ruby C-D All Around 534E (ASA: 3467634).*

## LOT 100 SIMANGUS TAG 1

Reg: SimAngus

ID: TAG 1

*AI Bred 5/17/19 to SS Incentive 9J17 (ASA: 16508278).*

## LOT 101 SIMANGUS TAG 2

Reg: SimAngus

ID: TAG 2

*AI Bred 5/3/19 to SS Incentive 9J17 (ASA: 16508278).*



*Battle Cry - Maternal Brother to Lot 81*



*Ruby NFF Rhythm 2124Z - Dam of Lot 89*



*Lot 87*



*Lot 91*

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